

**Up-a-Notch™ Sales Training
System
for Inside Salespeople
By Dave Kahle**

Basic Telephone Techniques

PARTICIPANT'S GUIDE

NOTES

The biggest reason to be serious about refreshing your telephone basics is the _____ . Your customer has other _____ . In the long run, it is the _____ who pays your salary. Everyone, even the greatest professional athlete, can benefit from a review of the _____ .

You are in control of:

Your _____ . Your attitudes can make a _____ difference in customer relations. The law of _____ says that people will generally react to you in the way you first _____ toward them. You should, before every call, decide to _____ a _____ attitude.

You are also in control of:

Your _____ . Regardless of what the other person does or says you should remain _____ , _____ and _____ . One of the best things you can do for the other person is strive to _____ him or her.

You are also in control of:

Your _____ . Remember to use simple good _____ .

You are also in control of:

Your _____. This is a matter of doing what you _____ you would.

Some good rules to follow include:

Never open the _____.

Never take _____.

Never _____ anyone.

Never close the _____.

With respect to equipment, you should be _____ of your equipment.

EXERCISE ONE: ROLE-PLAY - “ATTITUDE”

Listen as the facilitator describes a role-play exercise. During the role-plays, when you are listening and not actively involved, listen from the point of view of the customer, and answer each of the following questions for each of the role-plays.

1. If you were the customer, how would you feel about the attitude of the Customer Service Representative?

2. Exactly what did the Customer Service Representative do to stimulate certain feelings in you?

3. What could the Customer Service Representative have done differently to create a more positive reaction from you?

EXERCISE TWO: ROLE-PLAYING - “RESPONSE”

Answer each of these questions for each role-play.

1. What was the attitude expressed by the customer?
2. What exactly did the customer do to express that attitude?
3. How did the Customer Service Representative respond to that attitude?
4. What was one good thing the Customer Service Representative did?

EXERCISE THREE: GENERATING IDEAS

Use the bubble pads to write down at least three good ideas you gained from today's session. Remember the four criteria for a "good idea." We've illustrated a couple of samples for you.

Remember, a good idea is one that:

- * focuses on the future*
- * focuses on action*
- * focuses on your behavior*
- * is a small step toward one of your learning goals*



Decide to invest a certain amount of time in self-improvement every month.



Use a specific process in order to learn more effectively.

EXERCISE FOUR: DISTILLING THE BEST

Select the one good idea from the previous exercise that you think is the best. To help you make that selection, ask yourself these questions:

1. Which of these ideas could make the fastest impact on my performance?
2. Which of these ideas would make the biggest impact on my performance?
3. Which of these ideas will be easiest to implement?
4. Which of these ideas am I most passionate about?

Rewrite that idea here.

EXERCISE FIVE: PRECISELY PRESCRIBING

Turn the idea from the previous exercise into a Precise Prescription. Write that prescription on the Rx pad. We've done an example for you. Now, take your prescription and post it someplace where it will remind you to do it.



(Precisely Prescribe)

I will set aside two hours every week for personal improvement and keep a record of what I do in that time.